

CLARENCE the KID



A young man with a backpack is skateboarding on a city street at sunset. He is wearing a grey hoodie, dark pants, and white sneakers. The background shows a chain-link fence, a car, and buildings under a warm, golden light.

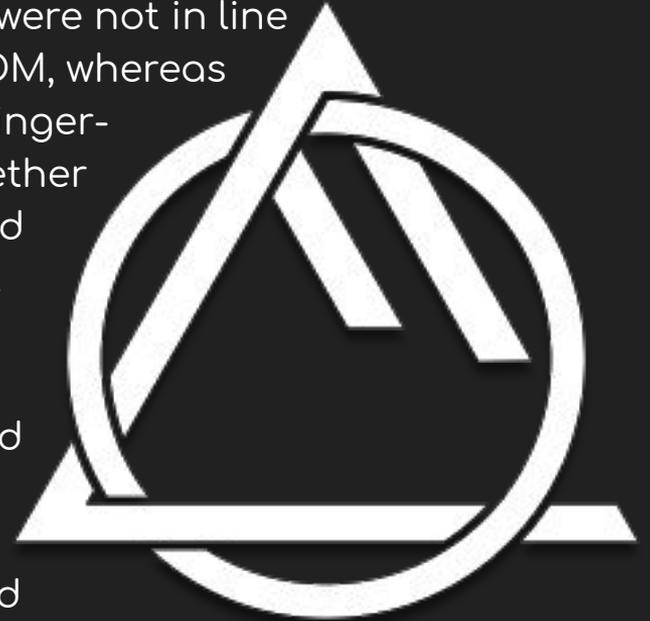
WHO IS CLARENCE THE KID?

Born Joshua Smith, Clarence the Kid is a 20-year-old rapper from San Jose, California, currently residing in Los Angeles. Having crafted a signature blend of witty lyrics, youthful charisma and a “kid at heart” mantra on his debut record Digits, CTK is spending his 2018 maturing and growing as an artist and human being, releasing singles, music videos and playing more shows. He hopes to inspire the child inside of all of us with his feel-good hip hop, and will certainly leave an impression on all that hear him.

LFO COLLECTIVE

“LFO is a collective that I started with my buddy AZU in our freshman year of college. We were both music industry majors, but found that most of the other majors had tastes that were not in line with our own. I was into rap and he was into EDM, whereas the rest of the program was heavily based in singer-songwriter, rock, and pop music. We came together and formed a group of creatives who all thrived in the areas of music we were more involved in. We blossomed into 7 members, with a mixture of producers, lyricists, singers, videographers, and even a barber. We all lift each other up and provide our respective services to each other for free. We all just tryna grow.”

-Clarence The Kid



CTK AS A BRAND

THE CREATOR

Core Desire: Create Something of Enduring Value.

Goal: Give Form to Vision

Strategy: Develop artistic control and skill

Gift: Creativity and a good imagination

THE LOVER

Core Desire: Attain Intimacy and experience sensual pleasure

Goal: Being in a relationship with people

Strategy: Becoming more and more attractive - physically, emotionally, etc.

Gift: Passion, Gratitude, Appreciation



THE JESTER

Core Desire: To live in the moment with full enjoyment

Goal: To Have a great time and lighten up the world

Strategy: Play, Make jokes, be funny

Gift: Joy

THE REGULAR GUY

Core Desire: Connection with others

Goal: To Belong to Fit In

Strategy: Develop ordinary solid virtues, the common touch

Gift: Realism, Empathy, Lack of Pretense

THE AESTHETIC



THE BACKPACK

Discussion Topic

- "Why is he always wearing a backpack?" (During performances, in pictures / videos)

Layers of Personality

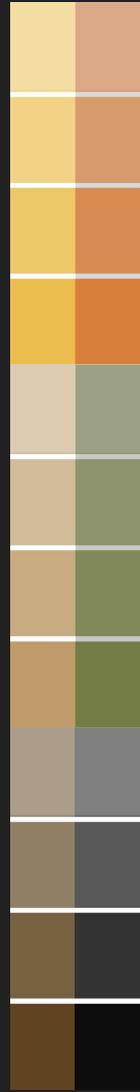
- Contents can give more depth to brand (Red Bull, notebook, snacks)

Merch

- Official CTK backpack can be sold at concerts, brand partnership potential

THE COLOR SCHEME

- Primary Color Scheme:
 - Golds / Yellows
 - Khakis / Browns
 - Blacks / Greys
- Secondary Color Scheme:
 - Burnt Oranges
 - Dark Reds / Pinks
- Tertiary Color Scheme
 - Dark Greens
 - Dark Blues



PAST WORK

ALBUMS

DIGITS
(Deluxe Version)
May 19, 2017



DIGITS
(Playlist Version)
August 04, 2017

SINGLES



"Track_01"
May 12, 2017



"Bubblicious"
February 14,
2018



"ICON
(Remix)"
March 16,
2018



"AQUA"
March
30, 2018

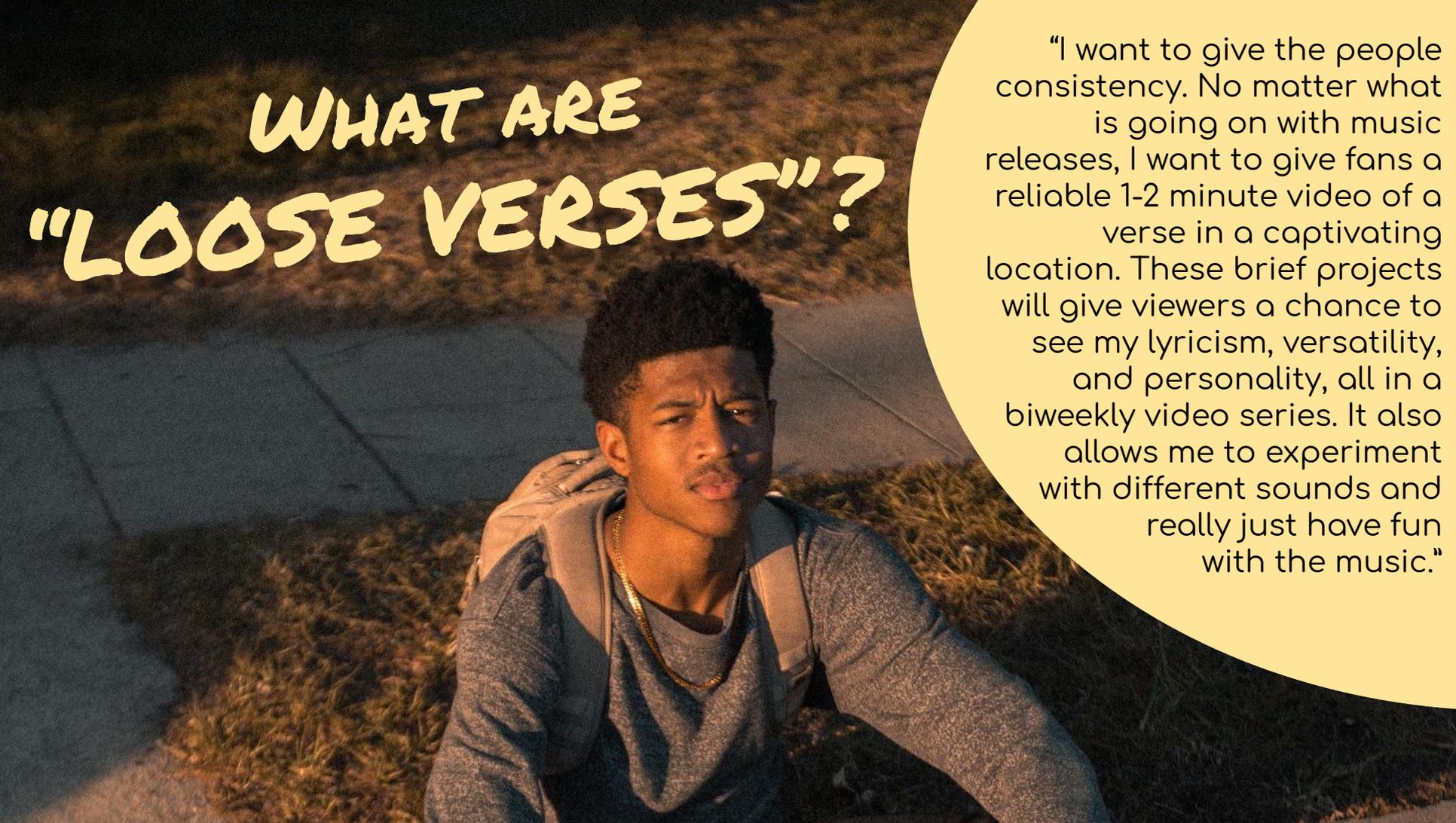


LFO CYPHER



BUBBLICIOUS



A young man with dark, curly hair and a mustache is sitting on a paved path at dusk. He is wearing a grey hoodie and has a backpack on his back. He is looking off to the side with a thoughtful expression. The background shows a grassy area and a path leading into the distance under a warm, golden light.

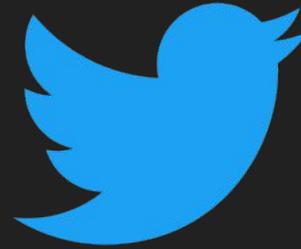
WHAT ARE "LOOSE VERSES"?

"I want to give the people consistency. No matter what is going on with music releases, I want to give fans a reliable 1-2 minute video of a verse in a captivating location. These brief projects will give viewers a chance to see my lyricism, versatility, and personality, all in a biweekly video series. It also allows me to experiment with different sounds and really just have fun with the music."

LOOSE VERSES



SOCIAL MEDIA STATS



Facebook: 240 followers

Soundcloud: 74 followers

Instagram: 428 followers

Twitter: 1,437 followers

Spotify: 77 followers (21.1k+ streams)

ClarenceTheKid.com

“Everyone has an inner child locked up inside of them, buried behind an ever-growing pile of responsibilities and commitments that try to silence that part of your being. My aim is to bring that child out. I believe that everyone is still a kid at heart.” - Clarence The Kid

